informa

Exhibitor Sustainability Checklist

We aim for all of our events to be run in an environmentally and socially responsible way whilst seeking to inspire sustainable development in our markets.

We do this not only because more than 80% of our attendees tell us that they care that our events are run in a responsible manner, but because it is the right thing to do for our customers, colleagues, and the communities we serve.

We would like to encourage you to join our sustainability efforts by completing the 10 point checklist enclosed in this document.

By working together, we can make the event more memorable, meet our audience's expectations and reduce wasted time, resources, and costs.

Exhibitor Sustainability Checklist

10 things to remember

1. Ensure your stand is designed so that its structure will be used again by either yourself or by your contractors.

2. Select energy efficient, LED lighting and other equipment for your stand and be sure to power down your equipment at the end of the day.

3. Think about what waste your stand will create and try to minimize it as much as possible. For the unavoidable waste items, try to ensure it will be recycled. Key items to consider include signage, carpeting and packaging waste.

4. Ensure you and your contractor are aware of and compliant with all health, safety and security requirements.

5. For your travel and transport choose the most sustainable option possible for your journey to and from the event. Consolidate your shipments and use logistic companies that have sustainability credentials.

Continued overleaf.

Want a supplier you can trust? We have developed long-term relationships with the most quality focused, reliable and responsive vendors in the industry. Our preferred partners can help you to exhibit sustainably and we encourage you to engage with them for any logistic, stand build, signage, lightning or accommodation needs you may have.

6. Reduce paper handouts by going digital and source recycled, sustainably certified paper options where printing is needed.

7. When purchasing promotional items, consider the amount you order, the environmental credentials of the materials they are made from, as well as whether they are useful giveaways that will be used long after the event is over.

8. Help to support the sustainability of the local area by using local suppliers and considering the sustainability credentials of the hotels you book.

9. Get involved with the numerous initiatives and conversations throughout the event which aim to help facilitate and inspire the sustainable development of your industry.

10. Inspire the sustainable development of your industry by promoting your company's and your products' sustainability credentials.

Would you like to work with us on the sustainability of the event? Contact the event team or reach out to Informa's sustainability team for more information at sustainability@informa.com

BETTER STANDS BROCHURE

AN INTRODUCTION TO THE PROGRAMME

BETTER STANDS by NZCE

BETTER STANDS by NZCE

Better Stands is uniting the events and exhibitions industry to adopt reusable stands, ensuring smarter, safer and more sustainable solutions globally.

BETTER STANDS by NZCE

What is Better Stands?

Through our commitment to the evolution of the events industry, we aim to ensure we are delivering the best possible experience for our customers.

That's why we're part of Better Stands. A programme aimed at helping the **evolution** of the events industry towards the use of reusable stands. Using a reusable stand is not just **safer**, **cleaner**, **quicker** and **higher quality**, it also produces less waste and less carbon too.

A single use stand (booth) is a space only (raw space) build that is used only once at a single event and is then disposed of post-show. By focussing on reuse only, we create a simple and gradual transition for our exhibitors and their appointed service providers.

At the core of Better Stands is a **10-point framework** which assesses stand reusability, giving exhibitors and their contractor a rating of **Single use**, **Bronze**, **Silver or Gold.**

Stands can be **assessed on site**, or a contractor can attain **pre-certification** for their method of build.

We invite you to join us moving towards the future of events.

Information Classification: General

WHAT ARE THE BENEFITS OF MOVING TO A REUSABLE STAND?

- Reusable stands offer some of the most **modern and exciting designs** out there, meaning you can show your brand off in the best light, while saving money and reducing waste.
- Reusable stands are quicker to build, which means a **smoother and more reliable** pre-show process, putting you in the best position to engage with customers when the show opens.
- Better Stands as programme has started rolling out **rewards and recognition** for exhibitors who engage with the programme and build a reusable stand at a given show, which you can use to stand out against your peers
- Reusable stands **mean less waste and less carbon**, which can help you reach your own sustainability targets and align with the sustainability messaging you may be using with customers

Information Classification: General

HOW DO YOU DEFINE A BETTER STAND?

The 10 key elements of a stand are assessed for reuse. This determines its categorisation of Single Use, Bronze, Silver or Gold.

		CATEGORY	ITEMS	Single Use	BETTER STANDS BRONZE by NZCE	BETTER STANDS SILVER by NZCE	BETTER STANDS GOLD by NZCE
REUSED	1	Stand structure and walls	Structure or framework of the stand, walls, panels for meeting rooms, backdrop	✗	✓	✓	✓
REUSED	2	Platform or raised flooring	Structure of flooring (excluding surface covering, e.g. carpet)	✗	✓	✓	✓
REUSED	3	Furniture and equipment	Showcases, counters, chairs, tables, sofa, coffee table, flyer stand, LED walls, TV, AV equipment etc.	✗	✓	✓	✓
REUSED	4	Lighting	All kinds of lighting in the stand and within showcases	✗	✓	✓	✓
REUSED	5	Fascia and overhead signage	Overhead signage or branding, fascia, company logo on top of the stand structure	✗	✗	✓	✓
REUSED	6	Rigged structure	Any rigged structure including lighting gantries or other structural elements	✗	✗	✓	✓
REUSED	7	Ceiling	Any form of ceiling e.g. fabric ceilings, solid ceilings for lighting or stand support	✗	✗	✓	✓
REUSED	8	Display facilities	Built-in or detachable product display cabinets, lightboxes etc.	✗	✗	✓	✓
REUSED / RECYCLED	9	Floor covering	Carpet, floor tiles, HDF coverings, lino etc.	✗	✗	✗	✓
REUSED / RECYCLED	10	Graphics and decorative items	Stand graphics that are wall-mounted or floor-standing (not overhead) and any other decorative items such as plants and flowers, models and ornaments	✗	✗	✗	✓

Information Classification: General

COMMON QUESTIONS AND CONCERNS ANSWERED

BETTER STANDS by NZCE

WHAT IF AN ELEMENT OF MY STAND IS REUSED FOR SOMETHING OTHER THAN AN EXHIBITION STAND?

For it to count as reuse within the Better Stands framework it needs to be reused as a part of an exhibition stand. Better Stands aims to foster a circular economy model within the exhibitions industry, meaning elements of a stand are used time and time again for different exhibitions. Although repurposing the element for a different use outside of the exhibitions industry helps to mitigate our industries waste, it does not solve the problem we have and does not deliver the other benefits of Better Stands such as improved Health and Safety.

DOES ALL OF AN ELEMENT NEED TO BE REUSED FOR IT TO COUNT?

We use a 90/10 rule when assessing if an element is reused. So, 90% of the element needs to be reused in an event setting and 10% or less can be waste. This is inline with other waste standards.

CAN I REUSE ANY 4 ELEMENTS TO GAIN A RATING OF BRONZE?

No, it needs to be the **four** elements within the bronze level to achieve Bronze.

I DON'T KNOW WHERE TO START WITH PROCURING A REUSABLE STAND?

Please refer to our procurement guide that will provide you with all the questions to ask your appointed contractor/service provider for the show.

Information Classification: General